

“ Congratulations. Great stuff.  
You’ve got yourself a deal.  
Where do I sign? Run with it.  
You woke us up. Thank you.  
This deserves a promotion.  
The money’s yours. Let’s do it.  
You’ve earned some time off.  
That’s more like it. I see now.  
Dynamite. I’m with you 100%.  
It makes sense. Well done.  
Exactly. So when do we start? ”

How people who get what they want  
get what they want.





# They control the media.

In Fortune 1000 corporations and small, family-run enterprises, in Big Eight accounting firms and Big Ten universities, in fields as diverse as advertising and oil refining, people are more successful and more productive than they've ever been before. And their ideas are being seen, heard, and understood more clearly than ever before.

As a result, their budgets are getting approved, their recommendations are winning support, and their plans are being implemented.

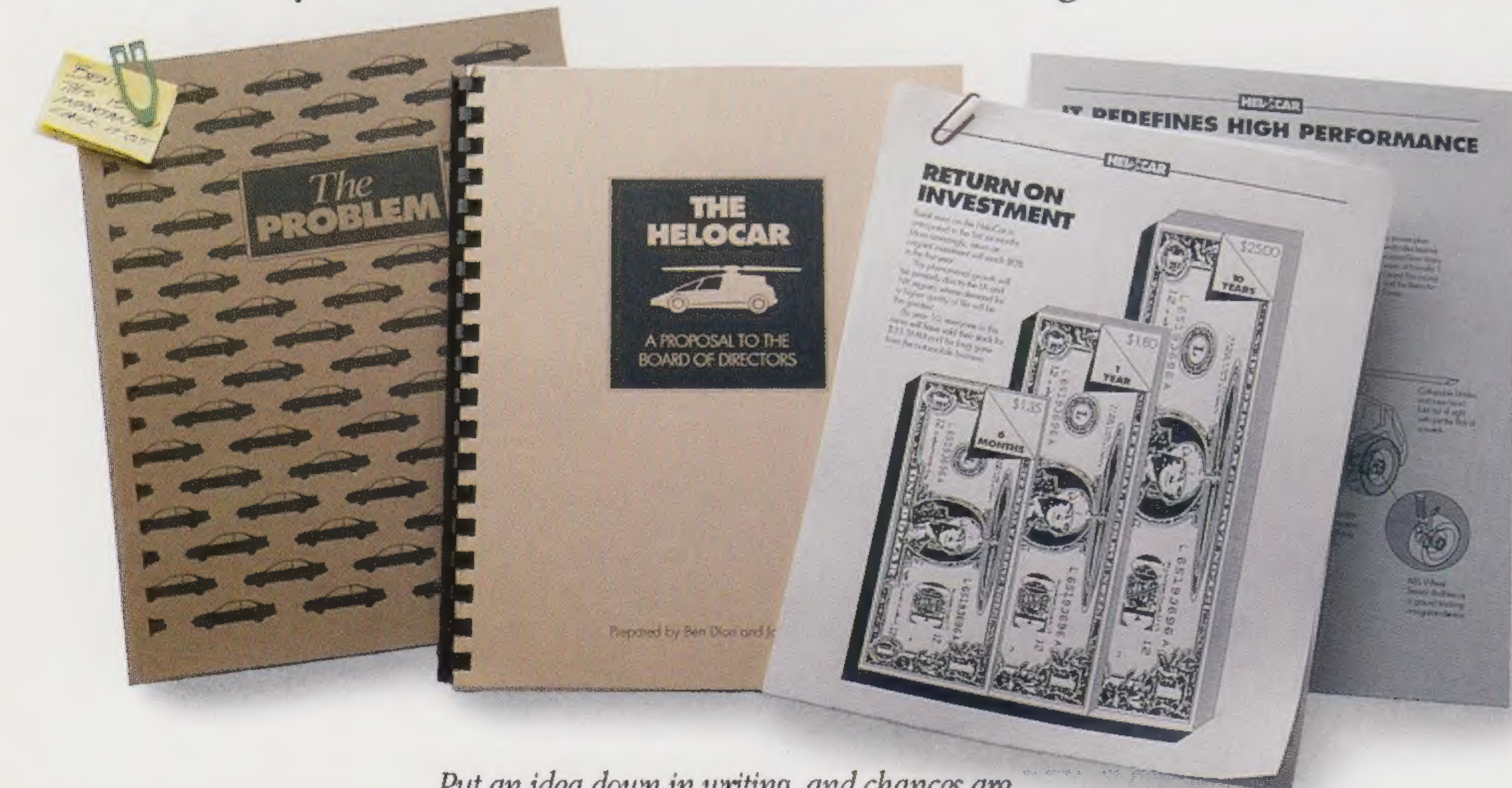
The messages haven't changed, but the means of presenting them have. Apple® Macintosh® computers are making the difference—on Wall Street and on Main Street, in Hollywood studios and in the halls of academia.

Macintosh computers help people get what they want by allowing them to communicate exactly what they want—in the way that's most appropriate for both their message and their audience. Reports, slides, and overheads that impress and persuade an audience. Interactive learning tours that allow students to proceed at their own pace and according to their specific areas of interest. And inspiring presentations complete with sight, sound, and motion.

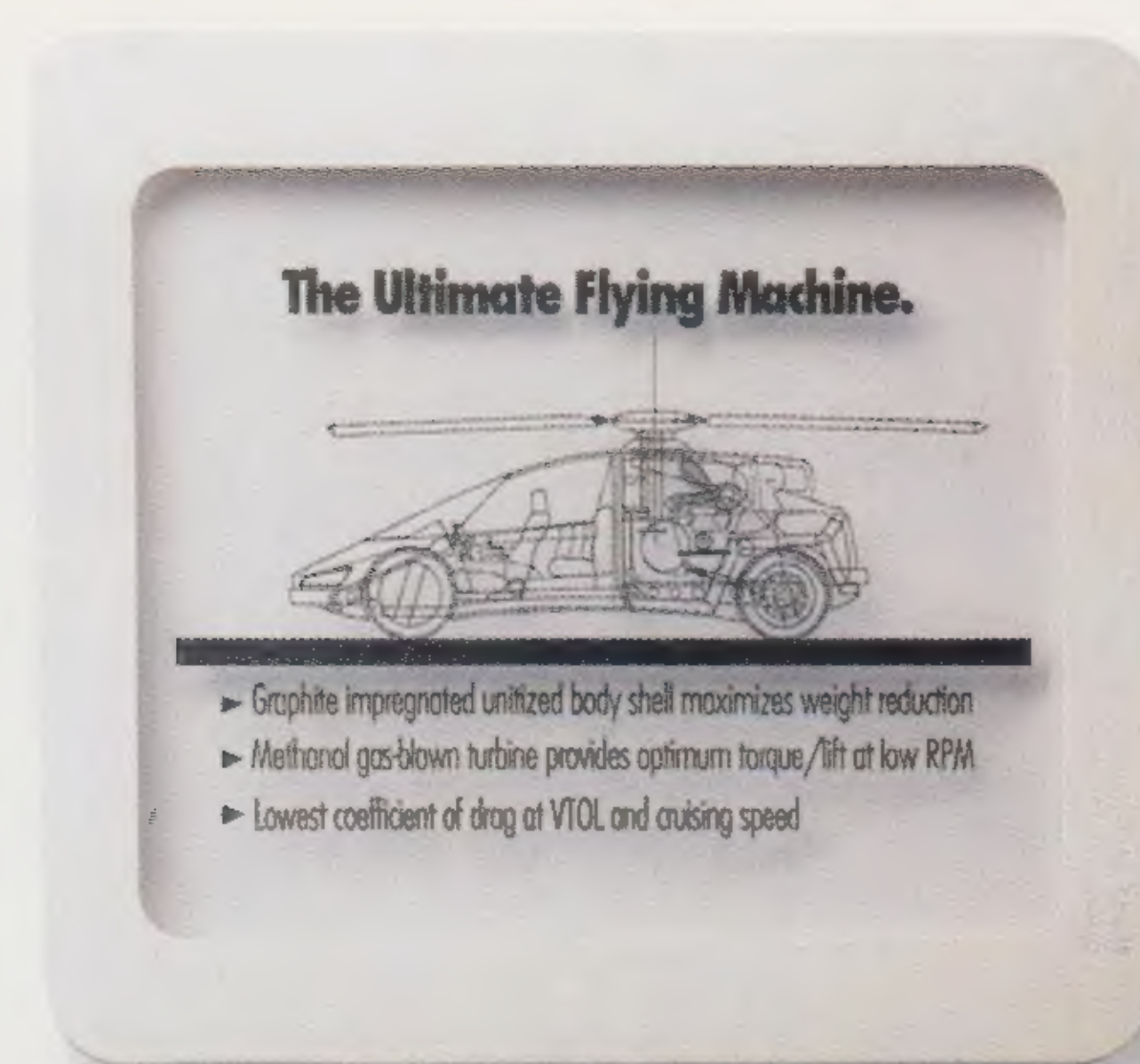
We call these means of communication Apple Desktop Media.™

"Media" because Macintosh gives you many different ways to express an idea. "Desktop" because that's where it all happens. "Apple" because we—the people who started the desktop publishing revolution—are now taking you even further.

And as you can see, this revolution is making *all* the media.



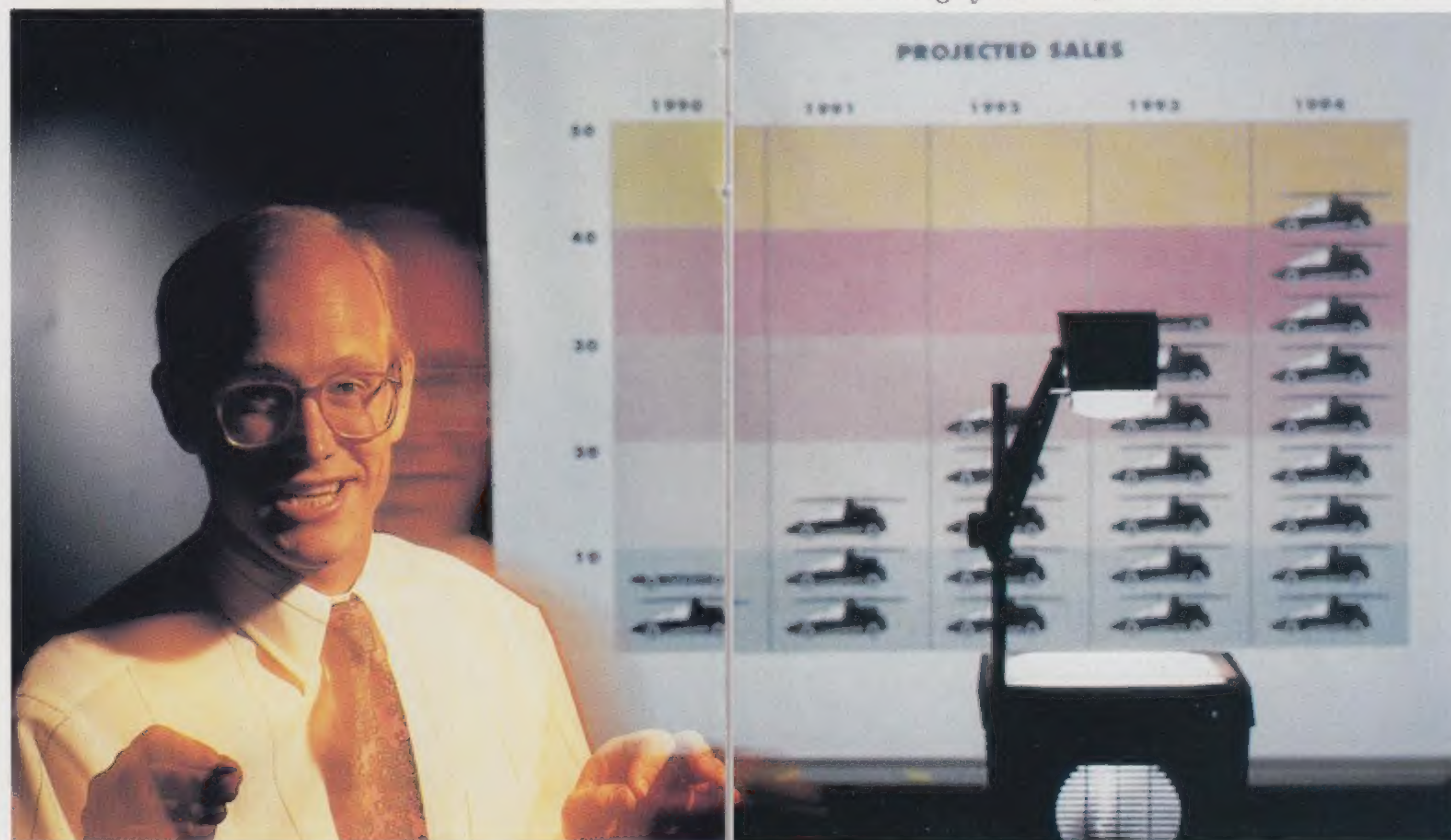
Put an idea down in writing, and chances are it'll take off. With a Macintosh computer, word processing software such as Microsoft Word, and a page layout program such as Ready,Set,Go! from Letraset, you can create documents that fly with everyone.



Project the right image and you'll get whatever you want. Use Macintosh and presentation software such as Aldus

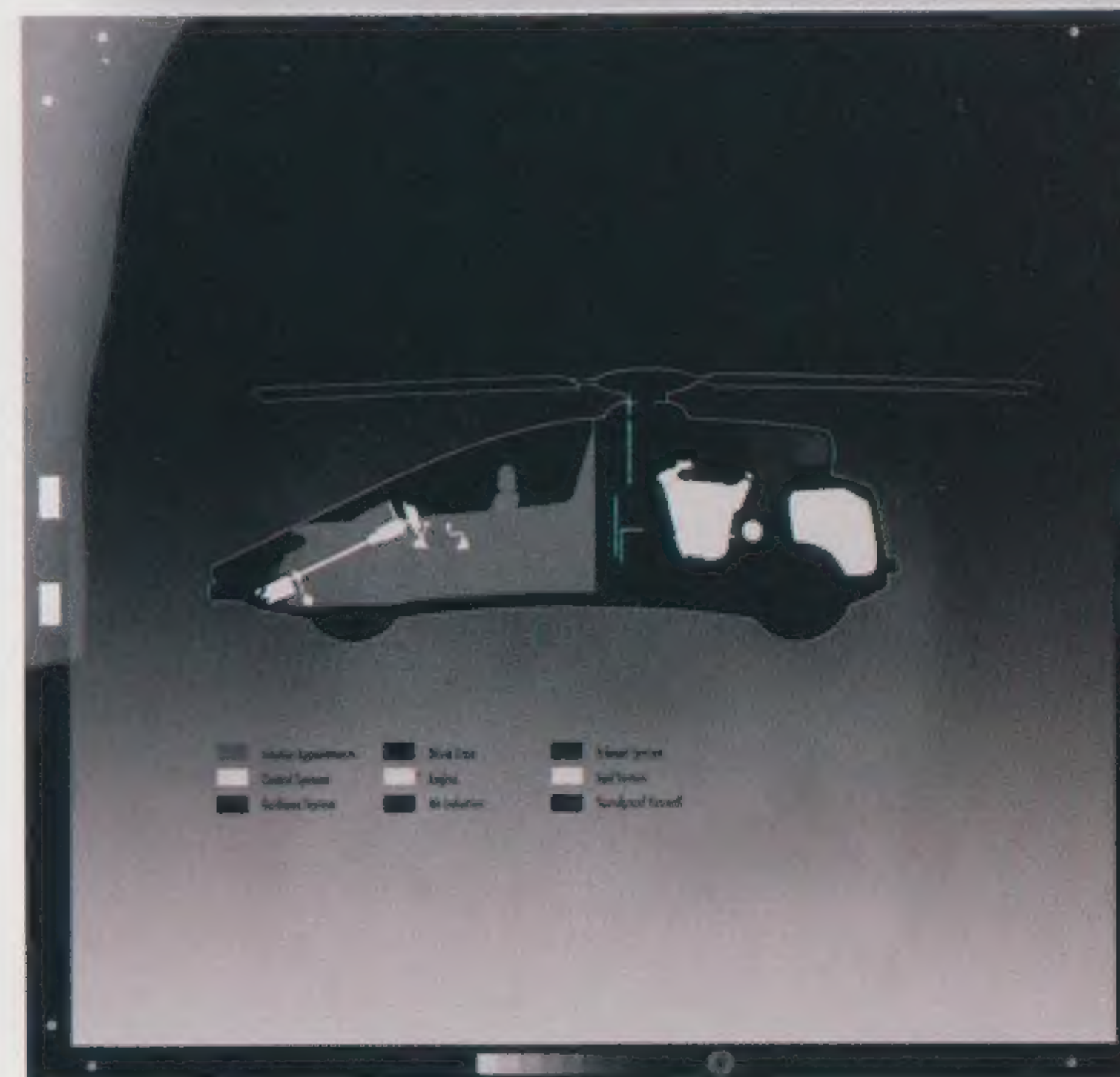
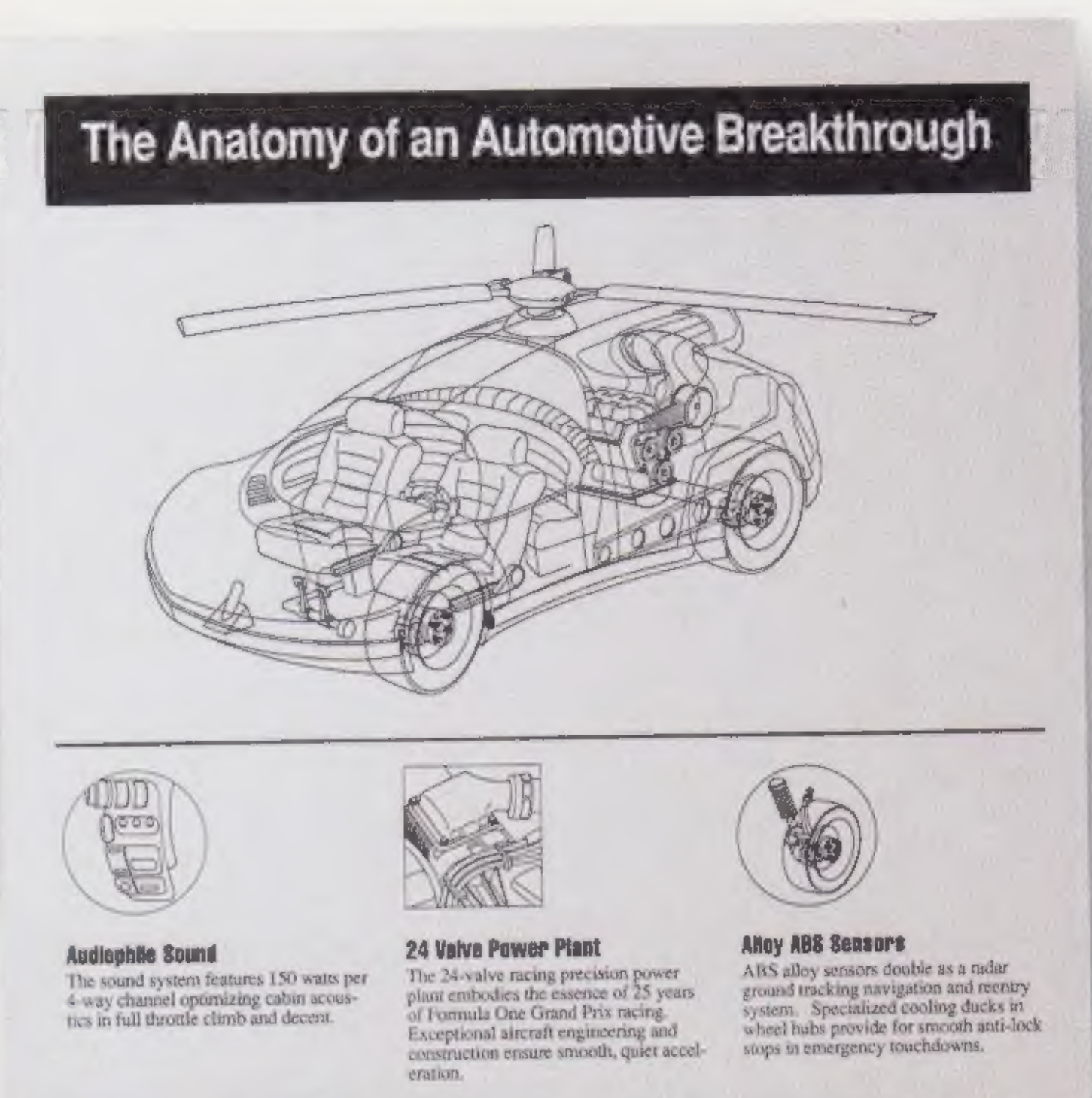
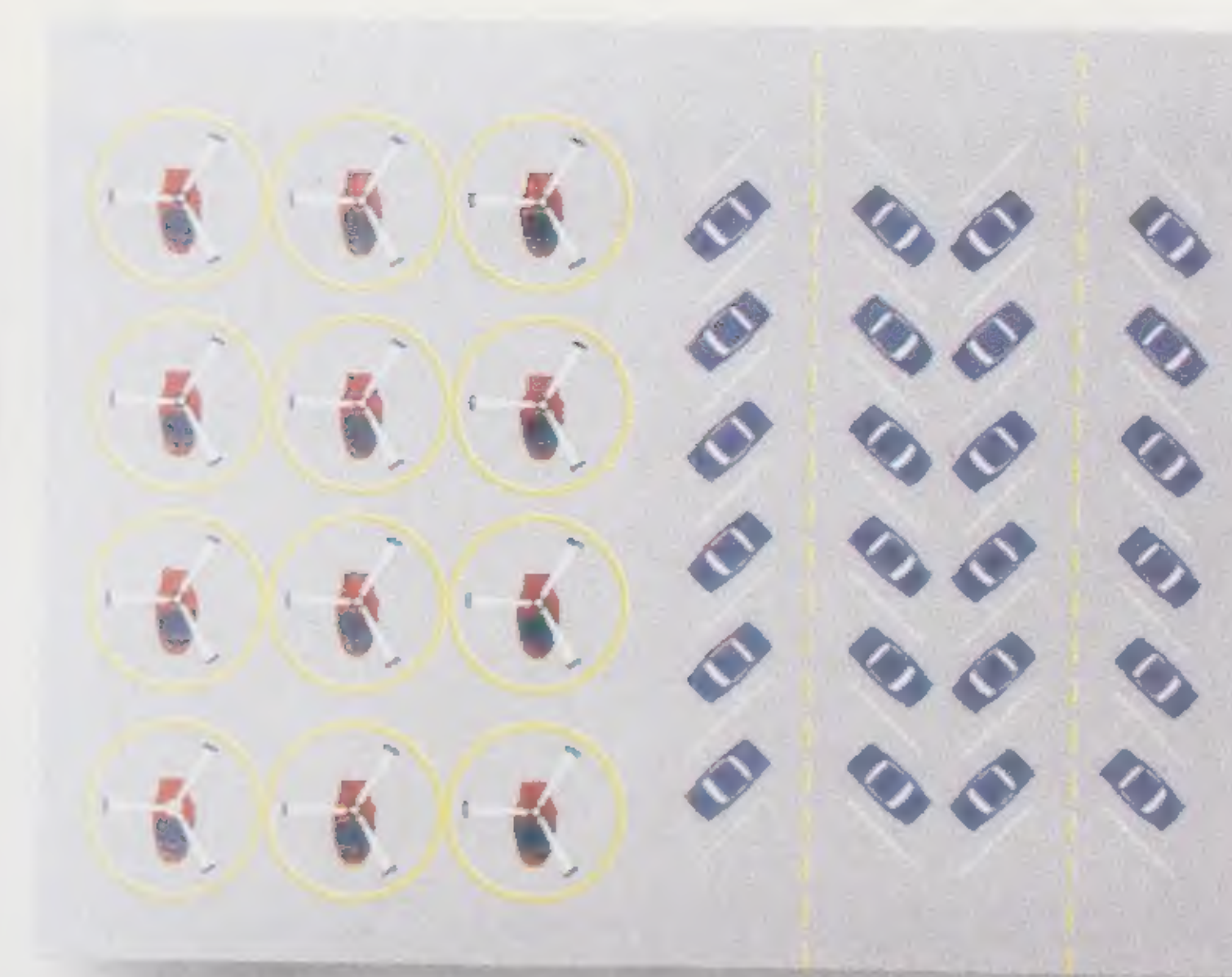


Persuasion to design your own 35mm slides and overheads.



Make your stand-up presentations stand up to the toughest critics. Create your own color overheads, using a Macintosh computer and Microsoft PowerPoint—and earn yourself a standing ovation.

Macintosh not only makes your ideas fly—it can keep your printing costs from soaring. With a Macintosh and a Linotronic L-300 imagesetter, you can produce your own camera-ready artwork and four-color separations in-house (below). And with a color printer like the Tektronix ColorQuick, you can even proof your images before they go to press.



You'll have an easier time getting a difficult concept off the ground when you use an animated approach to explain it. And nothing moves people more than being able to interact with what they're trying to understand. Thanks to Macintosh and HyperCard (left and above), the sky's the limit.

## Presenting Apple Desktop Media.

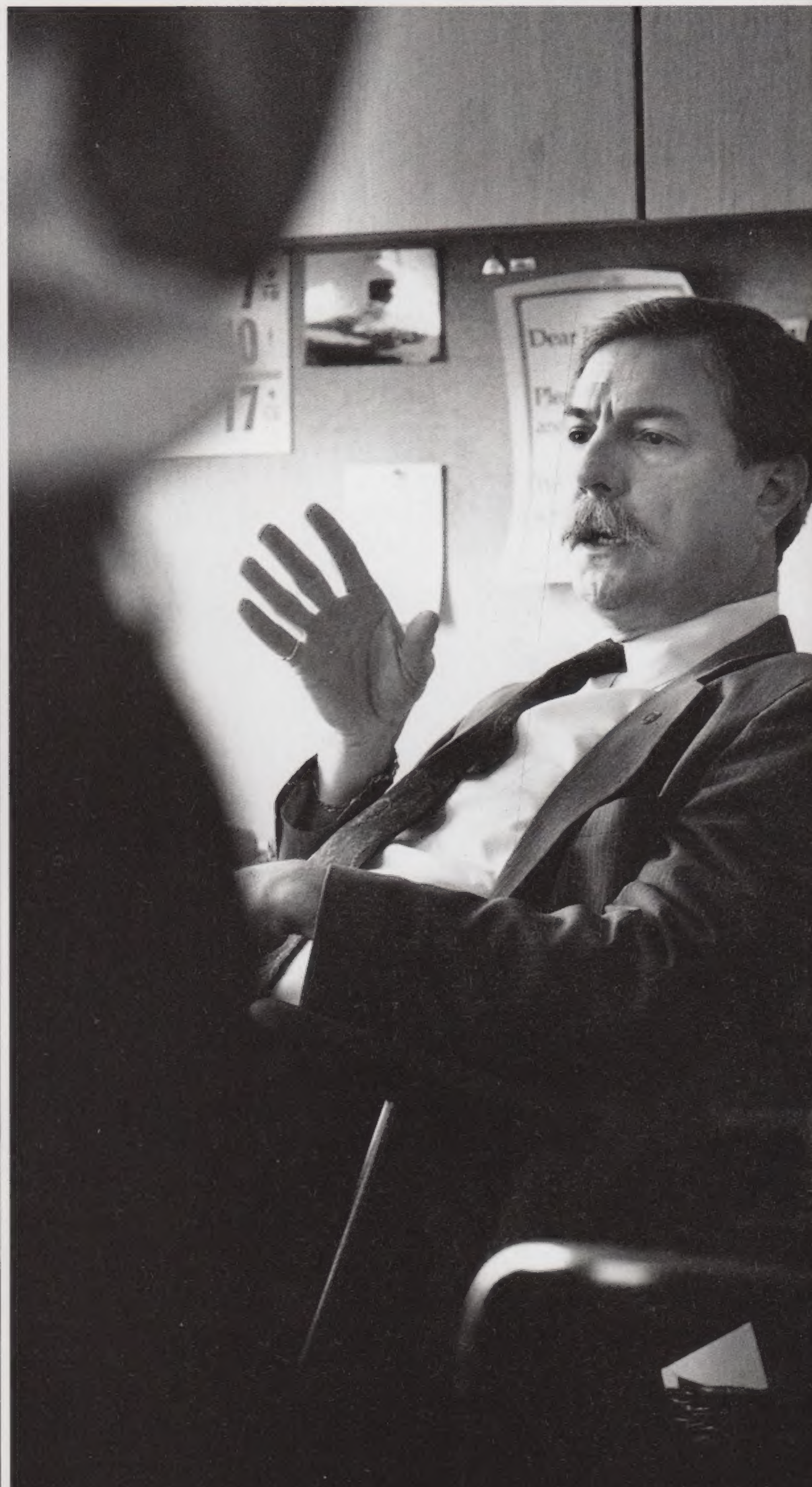


# People who get what they want.



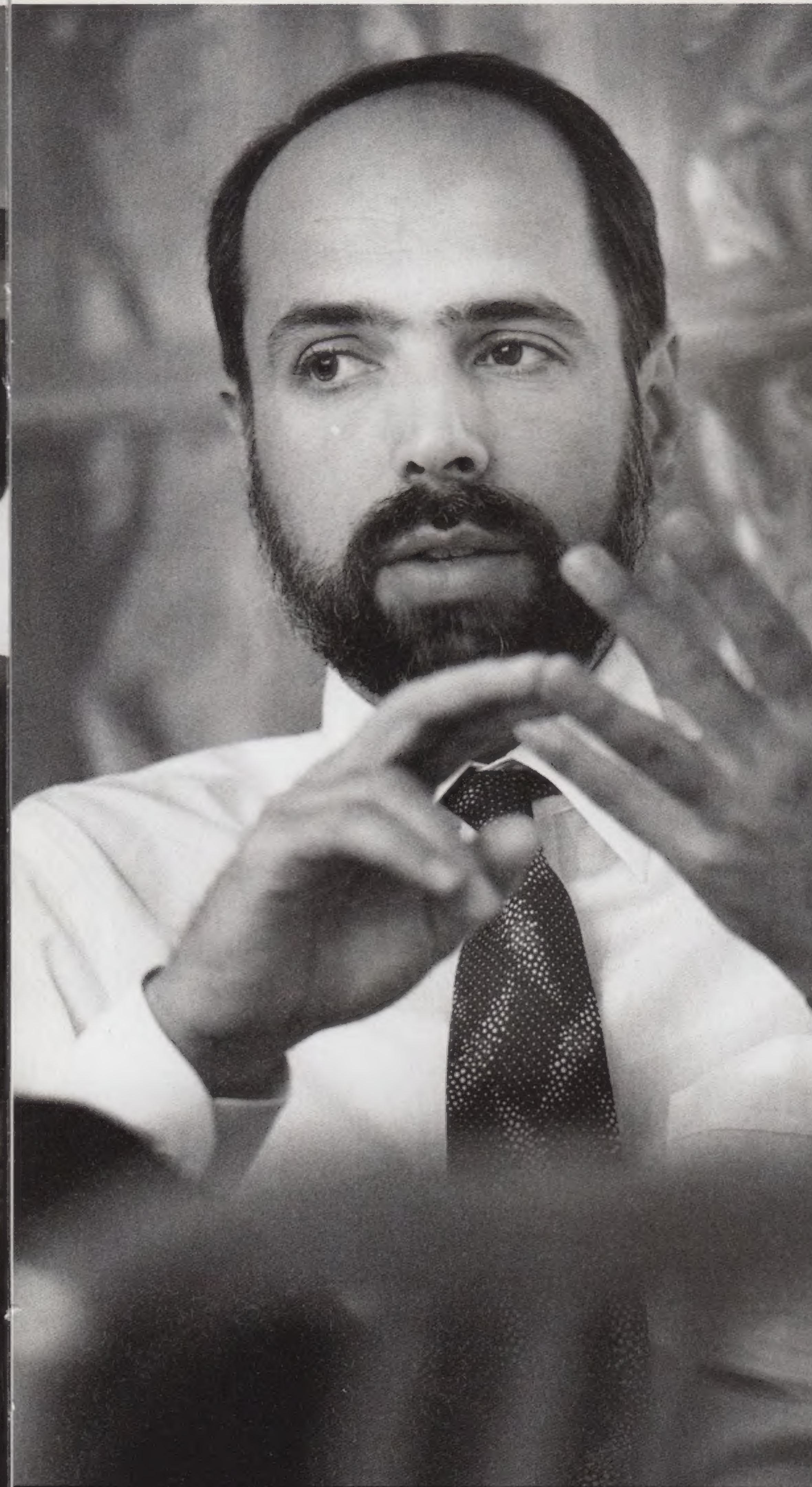
**"There are a lot of advantages for training, but basically it all comes down to three things: time, money, and employee self-confidence. The first two are way down, the third way up."**

Dan Rice, Instructor  
GTE North, Fort Wayne, Indiana



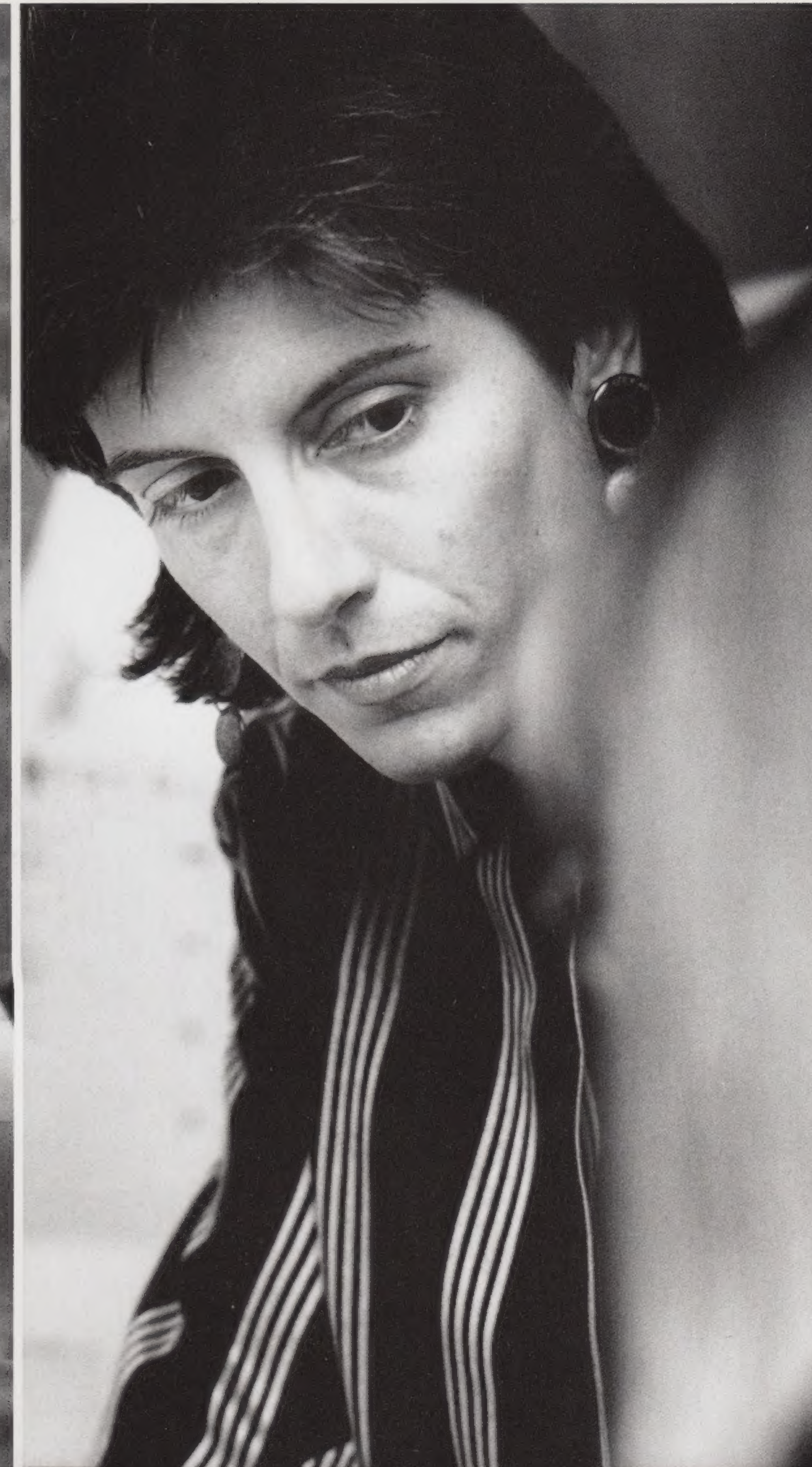
**"The first production run of the prospectus cost us something like \$62,000. We did another run on the Macintosh — the same quantity — for about \$13,000."**

Tom M. Mullany, Manager, Systems and Administration  
ARCO Products Company, Los Angeles



**"Macintosh not only brings ideas for TV commercials to life for clients, it helps bring the commercials in under budget."**

Peter Farago, Sr. Vice President, Creative Director  
Jordan, McGrath, Case & Taylor, Inc., New York



**"We remember the old days when, right before a presentation or during a short turnaround on a project, this place was filled with free-lancers racing around — as many as 40 at a time. Now we look around during a rush project and there are two, maybe three free-lancers, working on computers."**

Lynnly Labovitz, Design Systems Manager  
Landor Associates, San Francisco



# And how they got it.

Thanks to Macintosh computers, the media are now truly in the hands of the masses. Because Macintosh is so easy to use that anyone—even a reluctant neophyte—can learn to create everything from professional-quality reports to color slides.

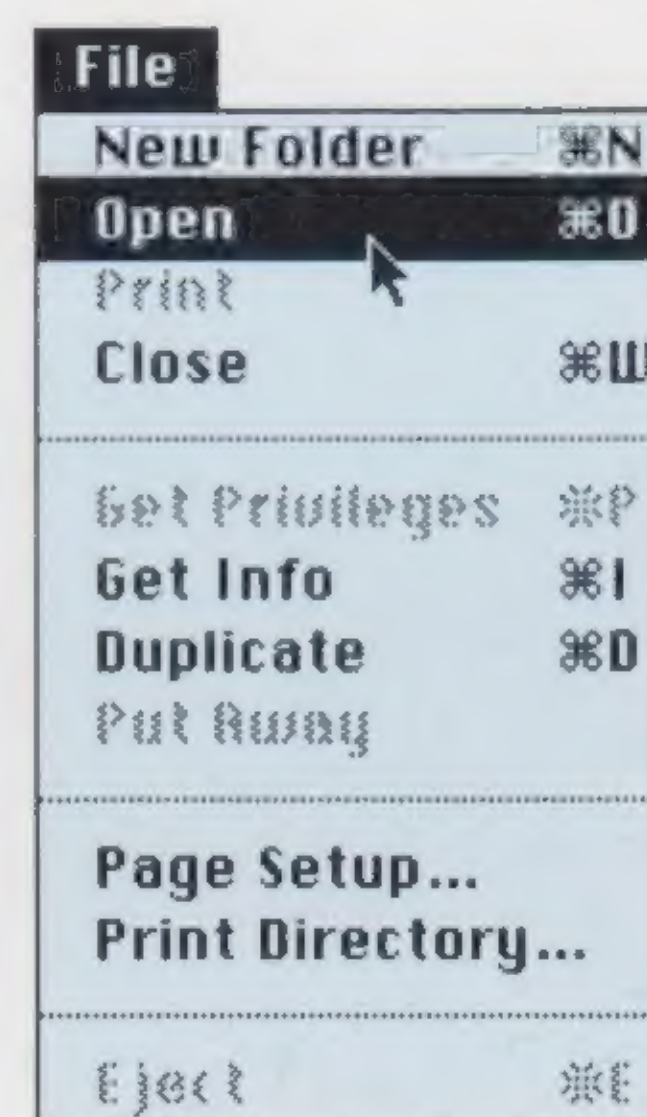
A recent independent survey of MIS managers in Fortune 1000 companies showed that Macintosh users require less than half the training time needed by MS-DOS computer users—and that, once they've learned the system, they're substantially more productive.

And it's no wonder. Instead of the cryptic

you're well on your way to learning any number of others.

After you've mastered the programs you want to use, Macintosh MultiFinder™ software allows you to run more than one program at the same time, in different windows on the screen.

Macintosh also gives you the ability to integrate elements created in one program into another. For example, a scanned image generated for a report can be used in a newsletter, as well as in slides, overheads, and demonstrations—without any duplication of efforts. Copying and placing



Unlike other mouse species, the Macintosh mouse is not an add-on piece of equipment. On the contrary, it's an integral part of everything you do with a Macintosh computer—from editing paragraphs of text to creating a company logo. In short, this rare breed of mouse attached to a Macintosh computer is the key to getting what you want.

To use a Macintosh, point to pictures of things you already work with—documents, file folders, even a trash can—and click. Or pull down a menu of simple English words and phrases, and point to what you want the computer to do.

Macintosh applications—from word processing programs to photo-editing software—work in basically the same way. Once you've learned one program, you're well on your way to learning others.

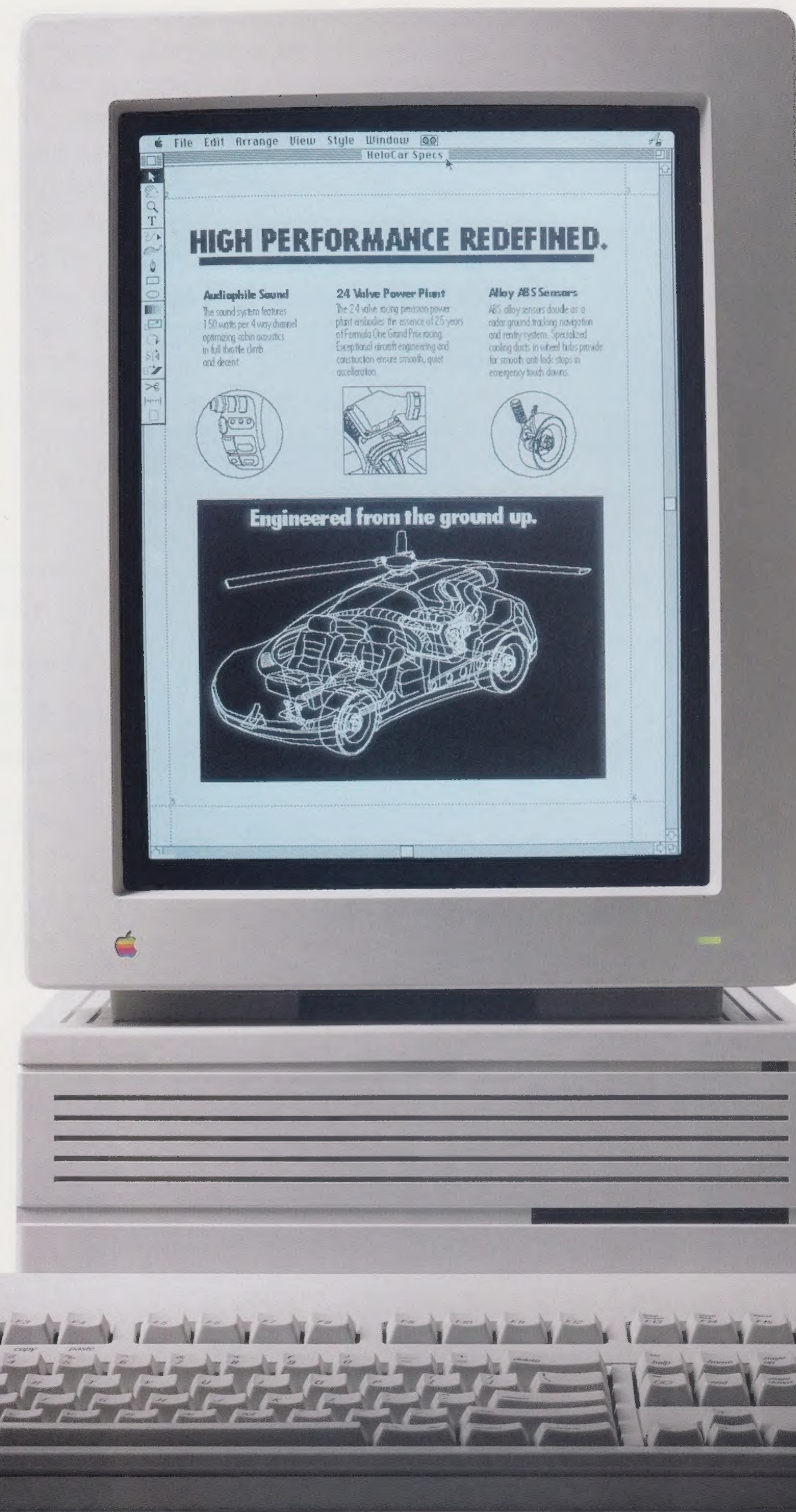
computer code you'll find on other computers, the Macintosh screen has pictures of familiar objects (affectionately known as icons), such as file folders, a wristwatch, and even a trash can. And instead of having to memorize a complicated string of commands, you can take command instantly.

For instance, to print a document or open a file, you simply point with the Macintosh mouse to a menu at the top of the screen, pull the menu down, point to "Print" or "Open," and click. And most Macintosh programs work in basically the same way. So once you've learned one program,

There's more than one way to present an idea, and more than one kind of Macintosh to present it with. The Macintosh IIcx, shown at right, is available with a 15-inch portrait monitor that's ideal for viewing an entire page of text and graphics. Adding an AppleColor™ High-Resolution RGB Monitor provides an even more vivid representation.

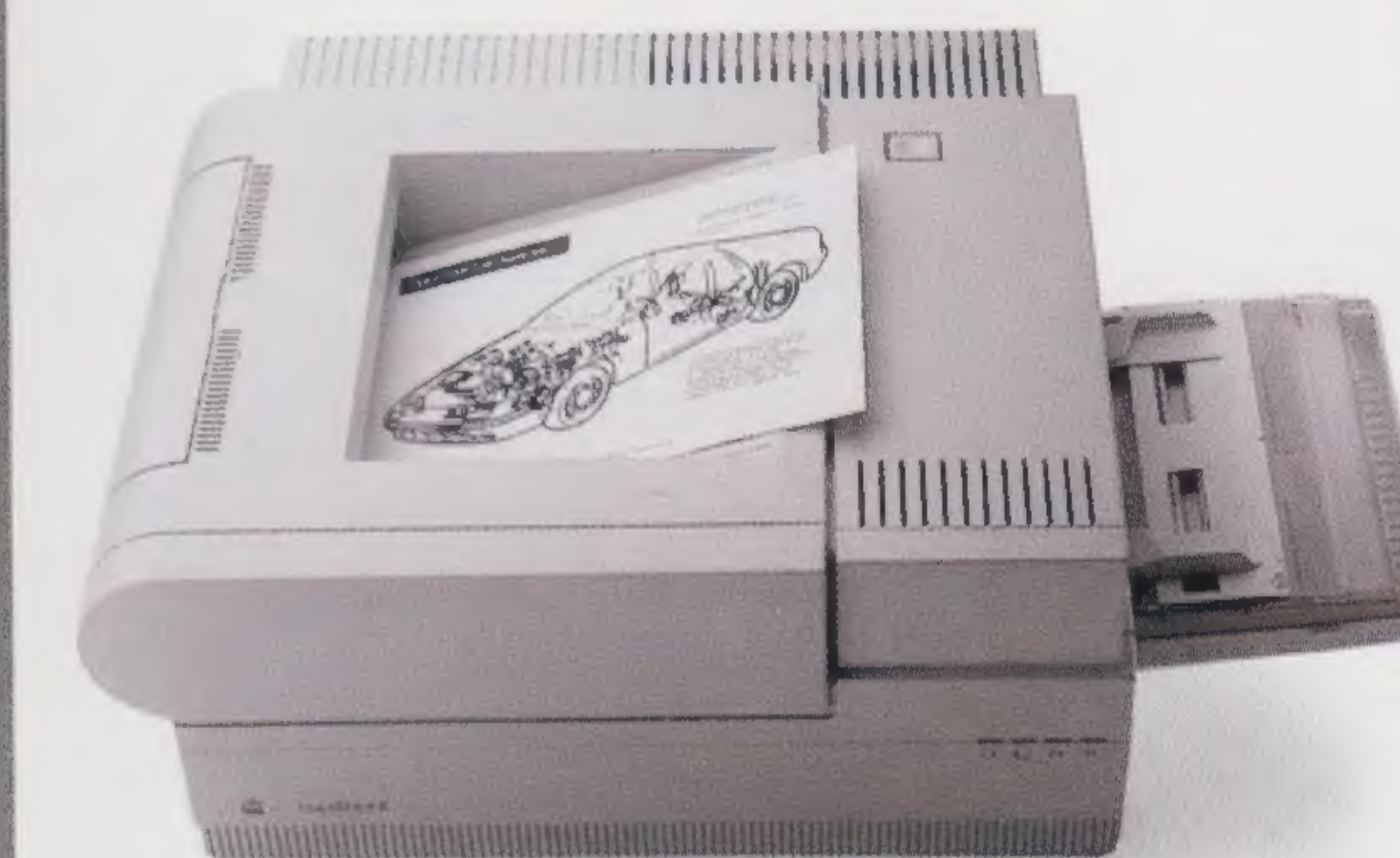
text blocks and graphics is simply a matter of selecting, pointing, and clicking with the Macintosh mouse.

What's more, you won't need an artist's eye to imagine what the finished product will look like. The Macintosh "what you see is what you get" display, together with the printing capabilities of the Apple LaserWriter® printer, cuts out the guesswork.



A straight or curved line on the screen will be a straight or curved line on the printed page. And a headline that's boldfaced on the screen will be just as bold in your document or overhead transparency.

Your budget proposal or product demonstration will have your personal touch all over it, because you've had the time (and the inclination) to experiment. And with a Macintosh



The Apple LaserWriter IIcx printer produces crisp, high-resolution text and images on transparent film as well as on paper, so your idea can look as good on an overhead as it does in a printed document.

computer, turnaround is so fast that attending to last-minute details won't present a problem.

Get in front of a Macintosh computer, and you'll find that getting what you want is a lot easier than it's ever been before.



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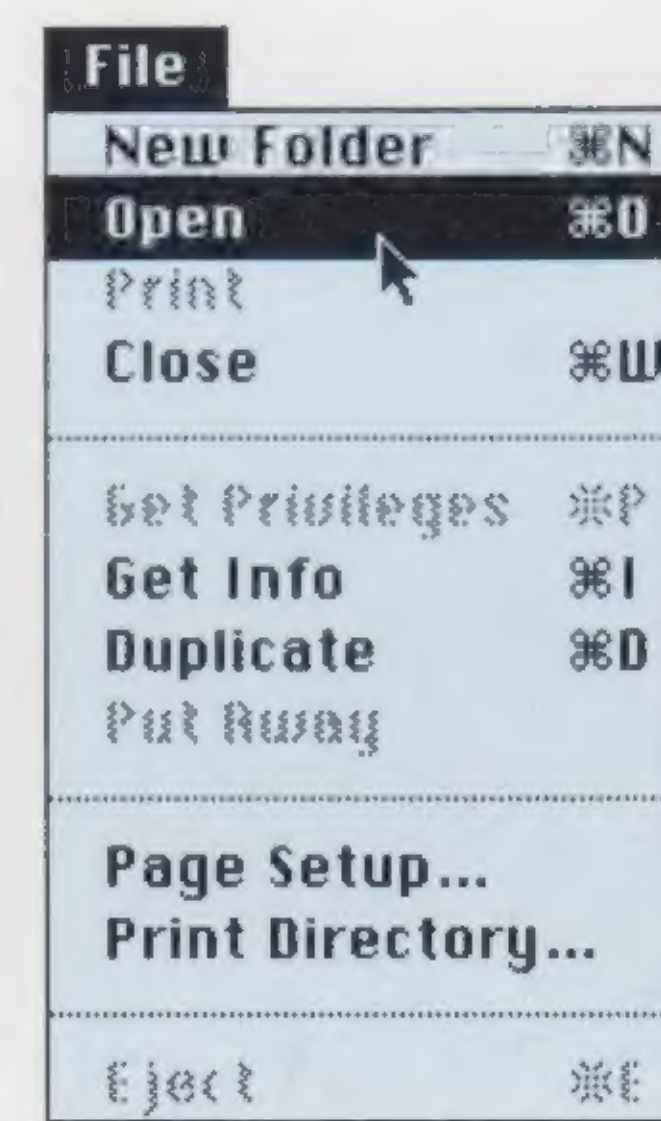
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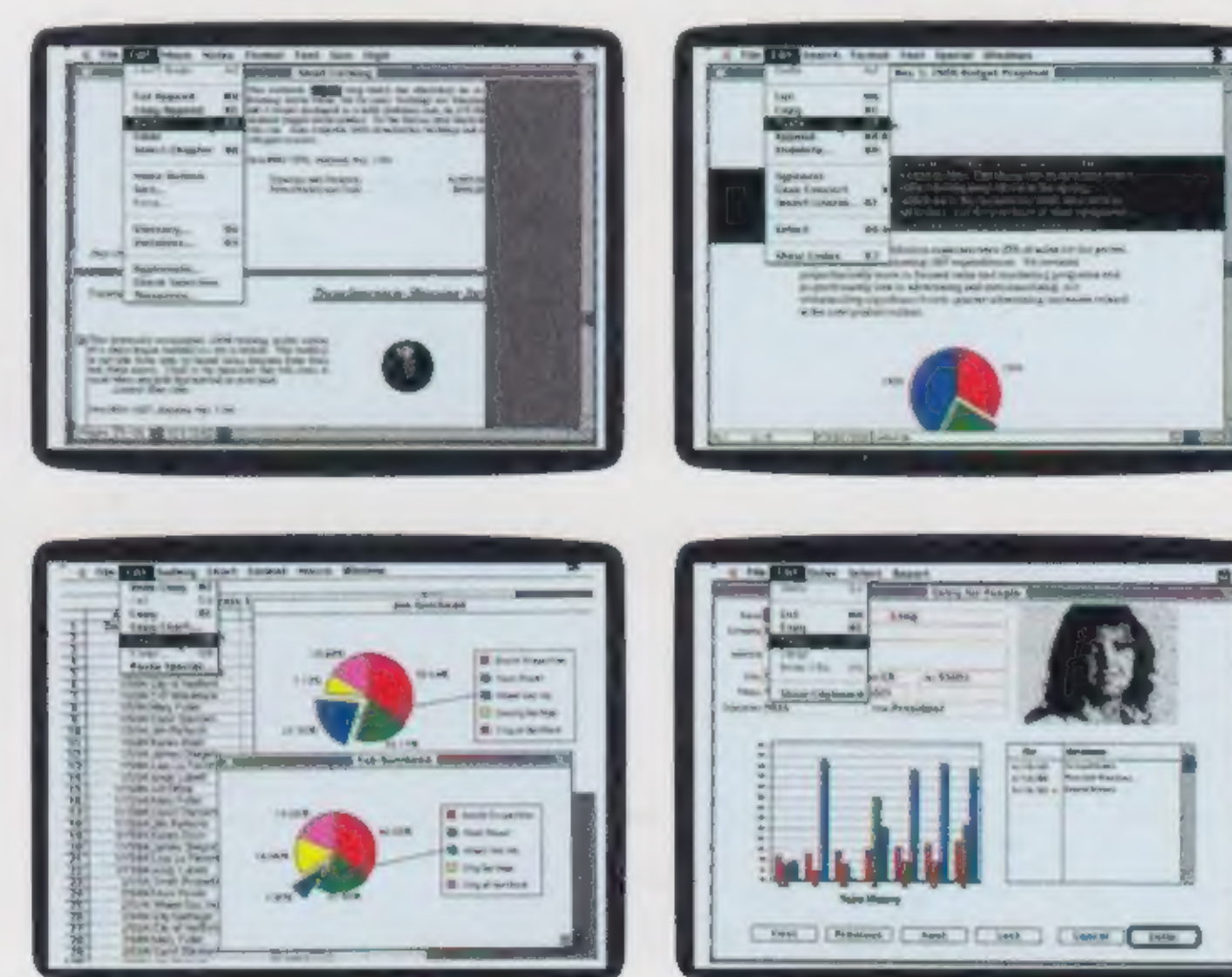
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What's more, you won't need an artist's eye to imagine what the finished product will look like. The Macintosh "what you see is what you get" display, together with the printing capabilities of the Apple LaserWriter® printer, cuts out the guesswork.

Get what you want in writing.

A Macintosh computer can improve the form of any written communication—whether it takes the form of a sales report or a national newsletter.

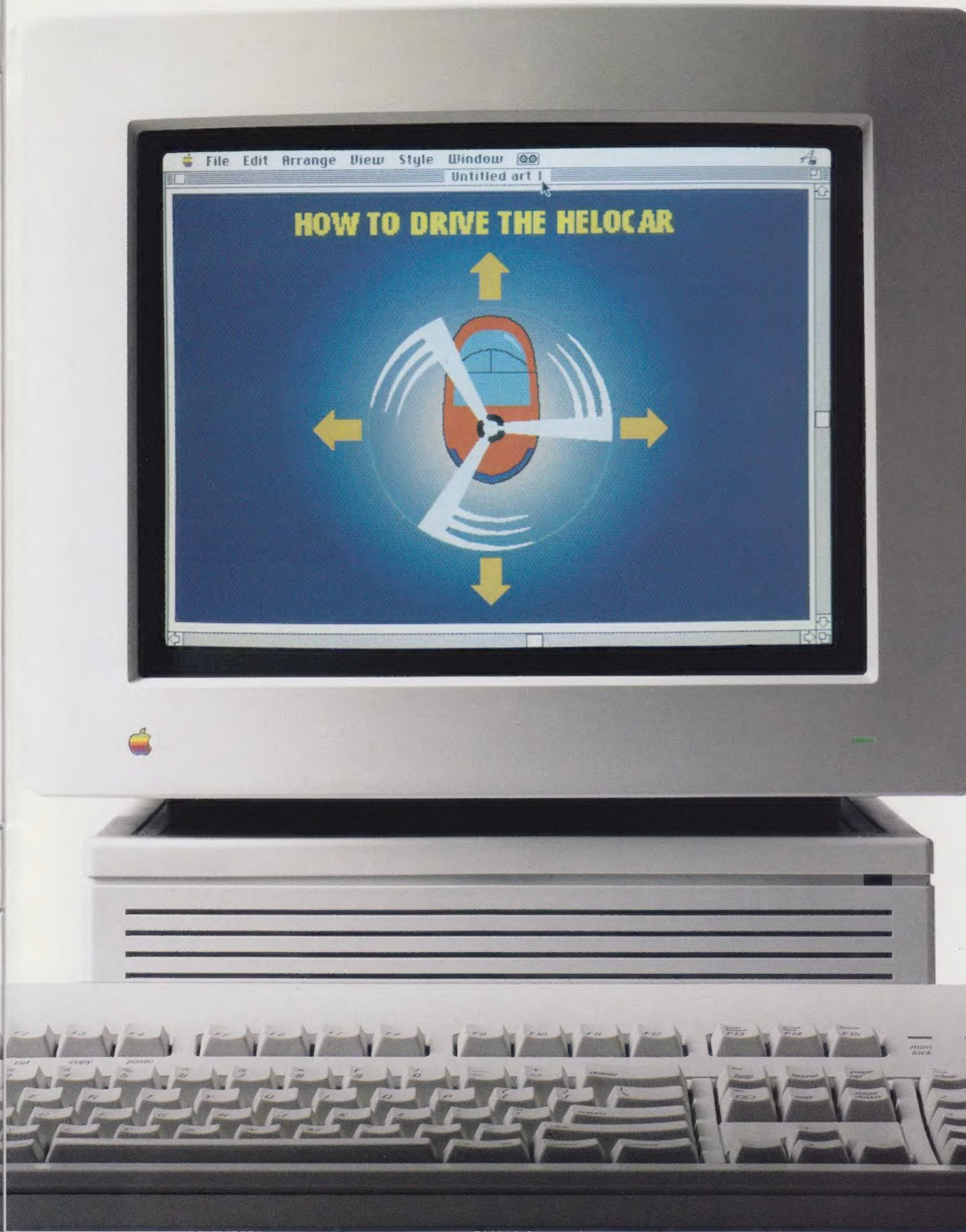
Try embellishing your writing with charts and graphs to clarify information or expound on a particular point. Then lay out the pages exactly as you want them to look.

If you feel like a budding Picasso, you can create your own illustrations or your company logo

right on the screen. But if your artistic talent is limited to stick figures, you can always import clip art—or scan existing images from virtually any source by connecting your Macintosh computer to a scanning device.

What's more, the LaserWriter II printer has a variety of built-in type sizes and styles, so your finished document can have all the right points emphasized, and all the important titles prominently—and attractively—displayed.

With Macintosh and an imagesetter, it's even possible to produce film positives, negatives, and four-color separations. This reduces the setup time and



You don't have to be an artist to illustrate like one. With a Macintosh and the Apple Scanner, you can scan images from a variety of sources and import them into a page layout program.



An AppleCD 5C™ drive gives you access to the wealth of resource materials available on compact disc—clip art, graphics, sound libraries, and more.

costs required to prepare a brochure, magazine, book—or any other publication—for printing.

Best of all, you don't have to invest a lot of time learning how.

Presentations never present a problem.

Let's suppose that, on the day before a major meeting, you're asked to make that all-important presentation. No problem.

It's easy to produce your own overheads with the LaserWriter, which can print on transparent film as well as on paper.

You can also turn these overheads into professional-looking slides, by using a film recorder or sending your designs to a slide production house. Either way, you'll drastically reduce turnaround time, rush charges—and aggravation.

Even if you don't have time to design slides or overheads yourself (you may be too busy rehearsing), anyone who can point and click with the Macintosh mouse can master the process.



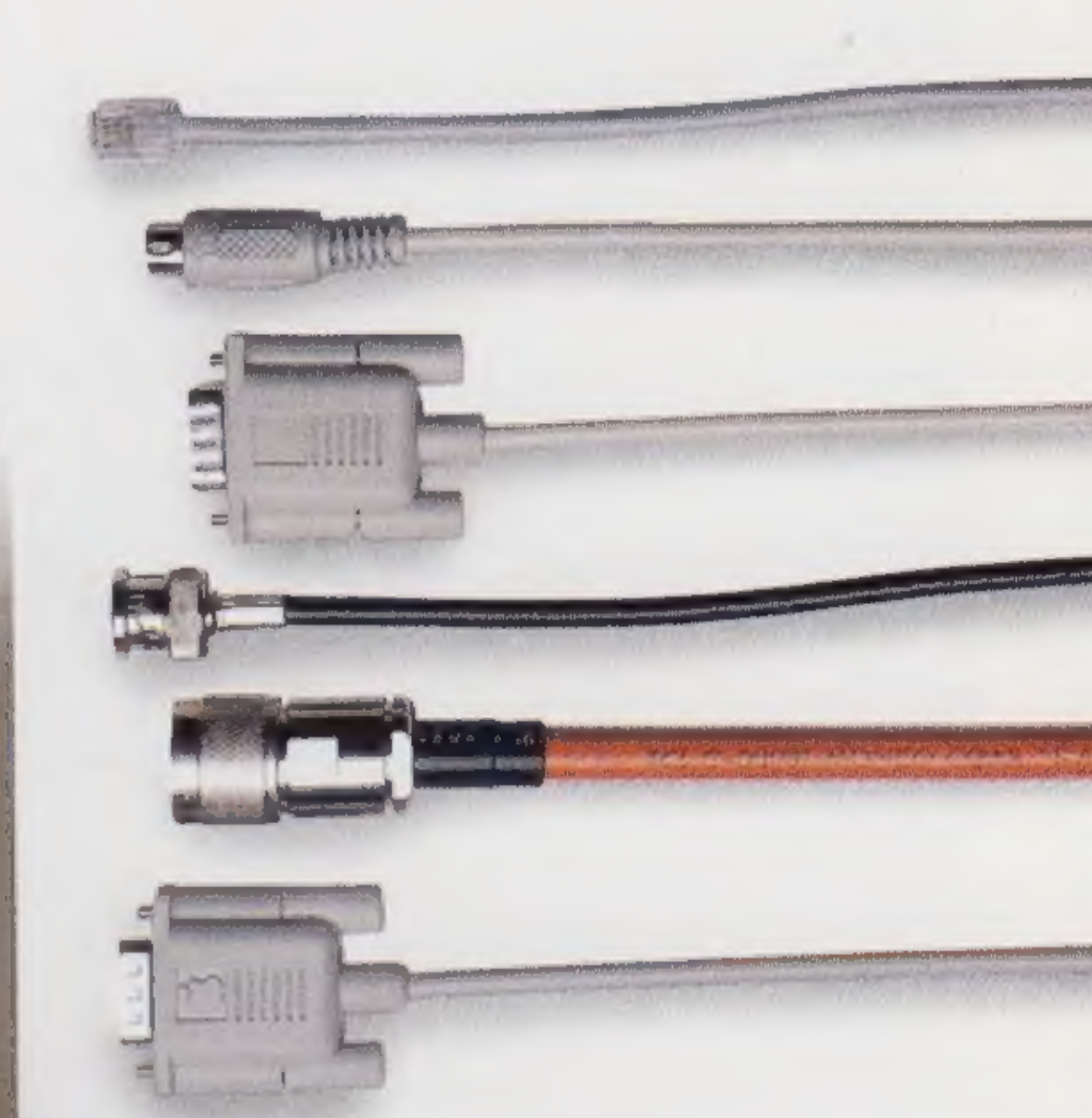
How your presentation comes out depends a lot on what it comes out of. A Matrix film recorder (left) lets you create professional-quality color slides that will impress everyone—and get you what you want.



Making a stand-up presentation is nerve-racking enough. Who needs the added aggravation of rush charges and late delivery? Reduce stress by creating your own color overheads, using a Tektronix ColorQuick printer.



A Linotronic L-300 imagesetter turns text and graphics created with your Macintosh computer into 2,400-dot-per-inch, camera-ready artwork that can be sent directly to the printer.



Macintosh gives you access to the information stored in other computers on virtually any kind of network, so you'll have all the right connections.

Ideas take on new dimensions.

Sometimes a new idea faces an uphill battle on its way to becoming reality. Or maybe a message just can't be communicated in print alone. In either case, sound and movement can help you get the point across effectively.

Thanks to a variety of innovative software—including HyperCard®, the unique information management system that's included with every Macintosh computer—you can integrate words, pictures, sound, and animation to make difficult concepts come to life.

Is anyone out there listening?

Let's face it. You can't get what you want without the help of other people—and the information they possess.

Which brings us to one of the most important capabilities of your Macintosh: connectivity. Thanks to a wide variety of networking products, most Macintosh computers can communicate with other computers—including IBM PCs and compatible MS-DOS systems, minicomputers, and mainframes. That means you'll have access to all the information (and encouragement) you need—whether you share files with coworkers or exchange messages with them via electronic mail.

There's more than one way to present an idea, and more than one kind of Macintosh to present it with. The Macintosh IIcx, shown at right, is available with a 15-inch portrait monitor that's ideal for viewing an entire page of text and graphics. Adding an AppleColor™ High-Resolution RGB Monitor provides an even more vivid representation.



# Getting what you want starts here.

If you want to find out more about how Macintosh can help you express yourself, express your interest to a participating Apple Desktop Media reseller or your Apple representative.

Start getting what you want by asking to see

"The Apple Desktop Media Presentation," which explains in detail how people who get what they want get what they want with a Macintosh computer.

Then get ready to take control of the media yourself.

Apple Computer, Inc. 20525 Mariani Avenue Cupertino, California 95014 (408) 996-1010 TLX: 171-576

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The survey mentioned herein is a study conducted in 1988 by Diagnostic Research, Inc. among Fortune 1000 MIS managers and computer users who are familiar with Macintosh and MS-DOS systems.  
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## The Apple Desktop Media Presentation.



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